

march  of dimes

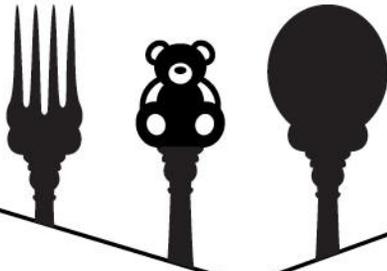
Signature *Chefs* Auction[®]

Partnership Opportunities

November 17, 2016

The March of Dimes annual Signature Chefs Auction provides your company with a unique cause marketing opportunity to co-brand your company with the vital mission of the March of Dimes.

Your company will shine in the eyes of approximately 500 affluent society members and business professionals who come to support our mission while enjoying an evening of fine cuisine created by local celebrity chefs, flowing wine, spirits and exclusive, exciting custom-created auction packages.



Event Leadership

Citizen of the Year

Dr. Larry R. Kaiser, MD, FACS
President and CEO; Dean of the Medical School at
Temple University Health System

Honorary Chef Chairs

Jon Cichon
Executive Restaurant Chef, Lacroix

Nicholas Elmi
Chef, Laurel Restaurant

Executive Leadership Team:

Devin Bruton
St. Christopher's Hospital For Children

Mario Salvati
Shriners Hospital For Children

Amy Vanni
Reed Smith

Janet Guthart
Thomas Jefferson University Hospitals

John D. Haught
LF Driscoll LLC

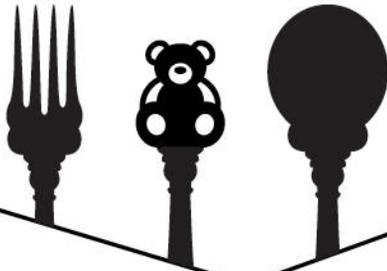
Michelle Maack
IMC Construction

Kristen Bowers

Alberta Scott
Mainline Health

Maria Scenna
St. Mary Medical Center

Robert Sterling
Centria

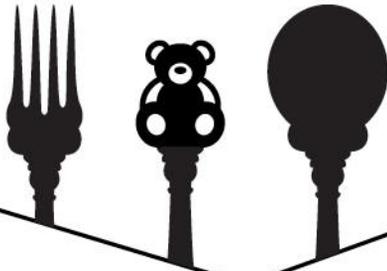


Chef Sponsor - \$25,000 –

- Official designation as a Chef Sponsor with press release announcing sponsorship
- Prominent Corporate Logo Recognition as a Chef Sponsor on 1,000 Save the Date Cards, 1,000 Invitations and the Program Sponsor Page in 750 program booklets
- Corporate logo recognition on event signage and media screens
- Corporate logo recognition on all event electronic newsletters and updates with opportunity to place company specific messaging in one edition
- Corporate logo included on all Philadelphia Signature Chefs Gala digital billboards (as made available)
- Ten VIP tickets to the Signature Chefs Gala
- Wine and dessert provided at table during seated program
- Name recognition from the stage by event emcee
- Corporate name recognition in all press releases/publicity packets distributed to media
- Opportunity to choose an additional onsite sponsorship activation element **(Special opportunities listed on separate page)**
- Corporate full-page ad in 750 program books
- Prominent recognition on March of Dimes website with hyperlink back to sponsor website
- Opportunity to welcome guests at one pre-event function
- Opportunity to add Healthy Babies, Healthy Business to company intranet

Sous Chef Sponsor - \$15,000

- Corporate logo recognition as a Sous Chef Sponsor on 1,000 Invitations and the Program Sponsor Page in 750 program booklets
- Corporate logo recognition on event signage and media screens
- Corporate logo recognition on all event electronic newsletters and updates
- Ten Tickets to at Signature Chefs Gala event – preferred placement
- Wine and dessert provided at table during seated program
- Name recognition from the stage by event emcee
- Opportunity to choose and additional onsite sponsorship activation element **(Special opportunities listed on separate page)**
- Corporate full-page ad in 750 program books*
- Recognition on March of Dimes event website
- Corporate name recognition in all press releases/ packets distributed to media
- Opportunity to add Healthy Babies, Healthy Business to company intranet



Gold Sponsor - \$10,000

- Corporate Logo Recognition on 1,000 Invitations and the Program Sponsor Page in 750 program booklets
- Corporate logo recognition on event signage and media screens
- Corporate logo recognition on all event electronic newsletters and updates
- Ten Tickets to the Signature Chefs Gala event
- Wine and dessert provided at table during seated program
- Opportunity to choose and additional onsite sponsorship activation element
(Special opportunities listed on separate page)
- Corporate half-page ad in 750 program books*
- Recognition on March of Dimes event website
- Opportunity to add Healthy Babies, Healthy Business to company intranet

Silver Sponsor - \$5,000

- Corporate Name Recognition on the Program Sponsor Page in 750 program booklets
- Ten Tickets to the Signature Chefs Gala event
- Corporate name recognition on event signage and media screens
- Opportunity to add Healthy Babies, Healthy Business to company intranet

Bronze Sponsor- \$2,500

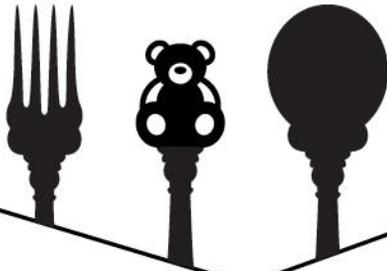
- Six Tickets to the Signature Chefs Gala
- Corporate Logo recognition on Table Display Signage



2016 Activation Opportunities

- | | | | |
|---|-----------------|---|-----------------|
| Fund the Mission Sponsor (1) | \$25,000 | Mission Gallery Sponsor (1) | \$10,000 |
| <ul style="list-style-type: none">•Premier logo recognition on media screens during Fund the Mission•Name recognition during Fund the Mission presentation•Opportunity for a company photo to be taken with the Ambassador Family, utilized in post-event media•Opportunity to give a company-branded gift to all guests that give to Fund the Mission – to be approved by Signature Chefs committee | | <ul style="list-style-type: none">•Logo recognition on Mission Gallery Boards•Logo recognition on mission section in the event program | |
| Live Auction Sponsor (1) | \$25,000 | Welcome Sponsor (1) | \$10,000 |
| <ul style="list-style-type: none">•Name recognition by auctioneer before the start of the live auction•Additional logo recognition before the start of the live auction•Logo recognition on the back of all live auction bidder paddles•Opportunity to give a company-branded gift to all live auction winners – to be approved by Signature Chefs committee | | <ul style="list-style-type: none">•Logo recognition on registration signage at event•Opportunity to have company representatives work Registration Area and welcome guests | |
| Lead Chef Sponsor (2 available) | \$15,000 | Chef Sponsor (30 available) | \$10,000 |
| <ul style="list-style-type: none">•Logo recognition on Nicholas Elmi or Jon Cichon's Lead Chef station•Logo recognition on Lead Chef's page in the event program•Logo recognition during the auctioning of the Lead Chef's auction package•Photo opportunity with Lead Chef (limit 4 people) | | <ul style="list-style-type: none">•Name recognition on one of the Signature Chefs' station signage•Logo recognition on one of the Signature Chefs' page in the event program | |
| Silent Auction Sponsor (1) | \$15,000 | Goody Bag Sponsor | \$10,000 |
| <ul style="list-style-type: none">•Logo recognition on silent auction bid sheets•Name recognition during Silent Auction announcements•Logo recognition on silent auction rules page in event program•Opportunity to provide bags for use at auction check out to assist guests in taking items home | | <ul style="list-style-type: none">•Logo recognition on goody bags•Opportunity to work with March of Dimes staff to fill the goody Bags and distribute night of. | |
| Preview Party Host (1) | \$15,000 | Beverage Station Sponsor (4 available) | \$10,000 |
| <ul style="list-style-type: none">•Premier logo recognition on Preview Party invite•Premier logo recognition on Preview Party Program•Opportunity for company representative to deliver a welcome address at Preview Party•Opportunity to give a company-branded gift to all guests – to be approved by Signature Chefs committee | | <ul style="list-style-type: none">•Logo recognition on one of the beverage station's signage•Logo recognition on the purveyor's page in the event program | |
| Cocktail Reception Host (1) | \$15,000 | | |
| <ul style="list-style-type: none">•Premier logo recognition on event invitations as Cocktail Reception Host•Premier logo recognition on signage at the Cocktail Reception•Opportunity for company representative to deliver a welcome address during Cocktail Hour Party•Opportunity to give a company-branded gift to all guests – to be approved by Signature Chefs committee | | | |

All opportunities are on a first come first serve basis. All packages are exclusive opportunities that individually promise to leave a lasting impression on the guests' experience. Night of event recognition and marketing benefits can be customized based on the sponsorship opportunity selected. Please call the March of Dimes office to discuss customization details, 484-685-5851.



SPONSORSHIP AGREEMENT

Gold Sponsor (\$10,000)* _____
[Ten Tickets]

Silver Sponsor (\$5,000) _____
[Ten Tickets]

Chef Sponsor (\$25,000)* _____
[Ten Tickets]

Bronze Sponsor (\$2,500) _____
[Six Tickets]

Sous Chef Sponsor (\$15,000)* _____
[Ten Tickets]

Individual Ticket [\$200] _____

*Deadline for names/logos to appear on invitations is August 1, 2016.
Deadline for ad to appear in programs is October 14, 2016.
Signature Chefs Auction: November 17, 2016

Please PRINT company/association name or your name below *exactly* as it should be listed in all print materials.

On behalf of my company, I have read the terms of this sponsorship and agree to them in full.

Sponsor Signature: _____ **Date:** _____

Contact Person: _____

Position/Title: _____

Sponsor Company: _____

Address: _____

City/State/Zip: _____

Phone: _____ **Fax:** _____ **Email:** _____

Check Enclosed ___ **Check to Follow** ___ **Please Invoice Me** ___

___ **I would like to pay by Credit Card**

Please circle one (Visa, MasterCard, or American Express accepted)

Cardholder: _____

Account number: _____ **Expiration Date:** _____

Cardholder Signature: _____

Please mail or fax this form to:

MARCH OF DIMES, 435 Devon Park Drive, Suite 300, Wayne, PA 19087

Attention: Katelyn Laffey

fax: (610) 945-6060 phone: 484-685-5842 email to: klaffey@marchofdimes.org

In Pennsylvania, the official registration and financial information of March of Dimes may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999.

